

## Message Text

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PAGE 01 TOKYO 03243 040455Z

17

ACTION EB-07

INFO OCT-01 EA-07 ISO-00 SP-02 USIA-06 AID-05 NSC-05

CIEP-01 TRSE-00 SS-15 STR-04 OMB-01 CEA-01 COME-00

H-02 AGR-05 ARA-06 /068 W

----- 117577

R 040310Z MAR 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7404

LIMITED OFFICIAL USE TOKYO 3243

E.O. 11652: N/A

TAGS: EPAP, JA

SUBJECT: CONGRESSIONAL HEARINGS ON COFFEE PRICE INCREASES

REF: STATE 44078

1. FOLLOWING JAPANESE RETAIL COFFEE PRICES ARE PROVIDED AS REQUESTED REFTEL.

A. REG. GRIND, CANNED                      PRICE (\$1/LB.)  
(DOMESTIC PACK)

MAY 1975      MAR. 1976

"KEY"BRAND              2.18(YEN650/450GM) 3.36(YEN1000/450GM)

"ACT"BRAND              2.72(YEN450/250GM) 3.15(YEN520/250GM)

B. INSTANT, JARS

"NESCAFE

MAY 1975

LOWEST              HIGHEST

1.66(YEN440/150GM)      -      1.89(YEN500/150GM)

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PAGE 02 TOKYO 03243 040455Z

MAR. 1976

2.23(YEN590/150GM) - 2.68(YEN710/150GM)

"MAXWELL"

MAY 1975

LOWEST	HIGHEST
1.70(YEN450/150GM)	1.96(YEN520/150GM)

MAR. 1976

2.32 (YEN615/150GM) 3.06(YEN810/150GM)

ACCORDING LOCAL RETAILERS, INSTANT COFFEE PRICES FLUCTUATE  
WIDELY IN RESPONSE TO DEMAND AND INVENTORY LEVELS.

2. FYI: 85 PERCENT OF ALL COFFEE SOLD IN JAPAN IS IN  
FORM OF ROASTED BEANS, MOST OF WHICH ARE PURCHASED BY  
COFFEE SHOPS. VERY LITTLE COFFEE IS DRUNK IN THE HOME,  
AND MOST PURCHASES OF GROUND AND INSTANT COFFEE ARE FOR  
GIFTS DURING THE NEW YEAR AND MID-SUMMER GIFT-GIVING PERIODS.  
ABOVE PRICES THUS REFLECT DISTRIBUTION COSTS ASSOCIATED  
WITH LOW VOLUME, SEASONAL SALES.

3. FOR FURTHER COMPARISON FOLLOWING RETAIL PRICES FOR  
ROASTED BRAZILIAN COFFEE BEANS ARE PROVIDED.

MAY 1975    MARCH 1976

HIGHEST    2.87(YEN190/100GM) 3.48(YEN230/100GM)

MODERATE    2.72(YEN180/100GM) 3.33(YEN220/100GM)

LOWEST    2.57(YEN170/100GM) 3QI(YEN210/100GM)

MARCH 1976 RETAIL PRICES FOR ROASTED COFFEE BEANS RANGE  
FROM \$2.87/LB. (YEN190/100GM) FOR HOUSE BLENDS TO \$10.73/LB.  
(YEN710/100GM) FOR JAMAICAN BLUE MOUNTAIN (INCLUDES GRINDING  
SERVICE.

SHOESMITH

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PAGE 03 TOKYO 03243 040455Z

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NNN



## Message Attributes

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**Draft Date:** 04 MAR 1976  
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